



## Procrastination Nation: Last-minute Shopping Vexing Gift Givers

December 21, 2017

- *More than half of shoppers paralyzed by the hard-to-gifters on their list*
- *Moms and dads rank as the most difficult family members to buy gifts for this holiday season*
- *With age comes wisdom -- shoppers become more certain of what gifts to buy as they get older*

CHICAGO--(BUSINESS WIRE)--Dec. 21, 2017-- Everyone has that one friend who finished their holiday shopping on Dec. 1 (and they haven't shut up about it since). For most of us, there are still a lot of boxes left to tick, and with Christmas falling on a Monday and shipping deadlines quickly expiring—things are starting to get grim. The reason? Some people are just impossible to buy for.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171221005834/en/>

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A Groupon (NASDAQ:GRPN) survey of 2,000 Americans revealed that more than 50 percent of people still have no idea what to buy someone on their list with moms and dads ranking as the most difficult family members to buy for this holiday season. (Graphic: Business Wire)

A Groupon (NASDAQ:GRPN) survey of 2,000 Americans revealed that more than 50 percent of people have no idea what to buy someone on their list with moms and dads ranking as the most difficult family members to buy for this holiday season. And this finding isn't unique to just Groupon. According to the National Retail Federation, 90 percent of us fail to complete our

holiday shopping by mid-December. The leading cause? Utter indecisiveness.

"Look, no one wants to be the person doing their last-minute shopping at a gas station on Christmas Eve because they waited too long to shop for that impossible person on their list," said Aaron Cooper, president of North America, Groupon. "Groupon's local experiences are delivered instantly and a lot more personal than a Christmas tree air freshener and a tire pressure gauge."

The survey, conducted by market researchers OnePoll and commissioned by Groupon, also found that shoppers become more certain of what they want to buy as they get older. Participants in the 18-24 age group said they were the most uncertain of what to buy while those 55 and older rated themselves as the most confident.

The [Groupon Holiday Gift Shop](#) offers tens of thousands of last-minute solutions, including luxurious [massage](#) and [spa packages](#), [new ways to explore your city](#) and neighborhood and amazing [restaurant](#) offers. In addition, Groupon has put together [gift guides](#) for everyone in your life to help mitigate some of the guest work involved, including ideas for [men](#), [women](#), [kids](#), [BFFs](#) and more.

To help procrastinators win, Groupon is also offering FREE INSTANT DELIVERY and savings on Local deals including: Dec. 21 and 22 - up to \$30 Off! \$5 Off \$15, \$10 Off \$30, \$20 Off \$60, \$30 Off \$100 with code OFF\* and on Dec. 23 and Dec. 24 - extra 25% off Local. Use code WOW25 to save on local deals.\*\*

So don't be that person.

\*Valid on 1 Local unit per transaction; max 3 uses total per customer. Ends 12/22. Exclusions apply. Full details:[gr.pn/promofaq](http://gr.pn/promofaq)

\*\*Valid on 1 Local unit per transaction; max 3 uses. Max \$50 disc. per deal. Ends 12/24 Exclusions apply; see [gr.pn/promofaq](http://gr.pn/promofaq)

### About Groupon

Groupon (NASDAQ: GRPN) is building the daily habit in local commerce, offering a vast mobile and online marketplace where people discover and save on amazing things to do, see, eat and buy. By enabling real-time commerce across local businesses, travel destinations, consumer products and live events, shoppers can find the best a city has to offer.

Groupon is redefining how small businesses attract and retain customers by providing them with customizable and scalable marketing tools and services to profitably grow their businesses.

To download Groupon's top-rated mobile apps, visit [www.groupon.com/mobile](http://www.groupon.com/mobile). To search for great deals or subscribe to Groupon emails, visit [www.groupon.com](http://www.groupon.com). To learn more about the company's merchant solutions and how to work with Groupon, visit [www.groupon.com/merchant](http://www.groupon.com/merchant).

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